

**Golf Advisory Board**  
**7:00 PM Monday, October 6, 2014**  
**Spicer House**  
**Meeting Minutes**

**I. Call to Order**

Meeting was called to order by Mark Berry at 7:00 p.m.

**II. Roll Call**

Members: Margaret Hirsch, Jim Kamercia, Brian McCallen, Bob Sedotti

Representatives: Chris Conley, Bruce Flax

Staff: Mark Berry, Todd Goodhue, Eric Morrison

Excused: Ralph Little

**III. Approval of Minutes: June 2, 2014**

Motion to accept minutes made by Bob. Seconded by Chris. Motion passed.

**IV. Citizens Petitions and Comments**

None

**V. Correspondence/Communications**

**A. Board Members**

Margaret said the women's tee on No. 2 needs to be expanded in size. She also reported that the sand in the bunkers is uneven and that rocks are emerging. Competitors in the CT PGA Tournament of Champions "loved" the Sunday pin positions, and asked if the club would consider doing the same again. Eric said they were the same pin positions used during the second round of the CT Senior Open.

Chris said a woman alongside the 17<sup>th</sup> fairway reported a broken window.

Todd said a motorist driving over the speed limit on Plant Street had her car hit by a drive off No. 1. The city has resisted the idea of installing permanent signs indicating a golf course crosswalk. Jim said a moveable blinking sign might be a possible solution.

**VI. Reports**

**Golf Course Report**

Mark said the club picked up 50+ new members. The total number of members is down, said Todd, but the promotional campaign generated a lot of interest. September 2014 revenues were up slightly over last year. July and August were very strong.

For expenses, Eric said the summer months tend to increase expenses, especially the water bill. SGC finished the fiscal year minus \$9,000. Eric said \$5,500 was spent to solve a drainage problem on Shore Avenue.

**VII. Old Business**

**A. Membership Drive Promotion and Ranger Program**

Todd said the drive was a success by any measure, despite the fact that golf participation rates and memberships are down nationwide. Todd said the year-over-year member attrition rate is 10%, but with the incentive to bring in friends for a 10% discount, he expects the program to bring in additional new members.

There are now 11 rangers. Todd said there should be 14. He said they should pay the \$1,400 fee up front, as three of the rangers are behind in their payments. Payment over time, he said, is not a desirable situation. Chris said high school golf team members could be enlisted as interns.

B. Budget Update  
None

C. GolfNow

Todd said August and September are not the best snapshots because there's not a lot of discounting. SGC has recorded 133 GolfNow rounds to date. He said GolfNow has encouraged the club to discount more, but he said that discounts will apply only from 12 to 3 p.m. in peak season. Todd said Golf18, another tee time booking network, was arbitrarily booking times and was not interfaced with the club's tee sheet. The situation has improved. Golf18 has also produced 133 rounds year-to-date.

Todd said GolfNow is putting together a mobile app for SGC. Todd said mobile app bookings are up 60% over last year. He added that GolfNow is also building a website for SGC as part of a 2-year agreement by which SGC relinquishes two tee times (2:08 and 3:08 p.m.) that are not typically sold. Tee time reservations will be streamlined as a result of the new arrangement, Todd said. Mark noted that access to the GolfNow data base is also valuable to the club.

D. Meeting Start Time  
7:00 p.m.

E. Golf Report – Review

VIII. New Business

A. Junior membership

Todd said SGC's 14 junior members (ages 21 and under and enrolled in school) have the best deal in terms of value. He said SGC would consider offering a special rate for juniors who want to play on weekends and major club events.

*PPS AND WEEK DAY MEMBERS*

B. 9-Hole membership

Mark said SGC lost 50 members in 2014. The biggest reason given in exit surveys was "time." He said a 9-hole membership might be worth considering. Bob said more research and information would be useful and worth further discussion. The administration of the plan would be the key. Todd said it would be detrimental for SGC to compete against itself. Todd said all 9-hole rounds would have to be played after 12 p.m. at the earliest.

C. Request from the Connecticut State Golf Association for Shennecossett to host the 2015 One-Day Championship on October 13, 2015 (the day after the Columbus Day holiday).

Jim made a motion to accept. Brian seconded. Motion passed.

D. Meeting schedule for 2015

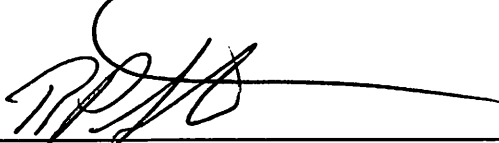
Consensus of GAB was to stick to same schedule as 2014: First Monday in March, April, June, October, November and December. Mark made a motion to approve the new schedule. Eric seconded. Motion passed. *B.O.D* *Chris*

IX. Next Meeting Date: Monday, Nov. 3, 7:00 PM at Spicer House

X. Adjournment

Motion to adjourn made by Margaret. Seconded by Brian. Motion passed.

Minutes have been approved and accepted.

  
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Signature

*12/1/14*  
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Date